

# BE A TEAM PLAYER RECYCLE

September 2005

## Recycling is “Batting 1000”

**T**hanks to our Recycling Team Players, the California Integrated Waste Management Board recently approved a 54% recycling diversion rate for Milpitas!

“Diversion” equals the amount of waste reduced, reused and recycled by the source rather than landfilled. The State of California mandates that jurisdictions divert 50% of all collected waste to lengthen the useful life of landfills and encourage recycling and source reduction.

Diversion efforts are, in large part, attributed to the recycling efforts put forth by our business community. Businesses can recycle as much material as possible in a convenient, single-container system with the **City of Milpitas/Allied Waste Services** mixed recycling program. Most customers recycle free of charge as well — which makes the process even easier.

Although diversion is up, we still have work to do. If every Milpitas business recycled, we would be that much farther ahead in the challenge to meet and maintain stellar diversion rates.

If you'd like to learn more about the easiest recycling program for your business, call **432.1234** today!

### Hit a Home Run — Recycle!

#### Free Desk-side Recycling Boxes

This easy-to-use box lists accepted recyclables and notes materials not accepted in the City of Milpitas/Allied Waste Commercial Recycling Program. Businesses recycling with us may also receive fact sheets and posters for general work areas and giveaway items for employees. Call **Allied Waste's Commercial Recycling Coordinator** at **432.1234**.



### Check Out These Stats!

**A free walk-through audit will help you find everything recyclable!**

The program accepts:

- Flattened cardboard
- Mixed paper, newspaper & magazines
- Plastic containers stamped #1-#7 (please, no black plastic)
- Aluminum & bi-metal cans, glass bottles & jars
- Plastic bags, bread bags & clean frozen bags

Sorry, the following are not accepted:

- Food & food waste left in containers
- Shrink & soft wrap, molded Styrofoam
- “Peanuts” packaging material & loose bubble wrap
- Restroom waste papers
- Glass panels & fluorescent light bulbs
- Hazardous materials (computer & TV monitors, chemicals, paint)

# The New York Giants did it in 1958.

## The Philadelphia A's did it in 1968.



BFI Waste Services of Santa Clara County is doing it today — changing our name to **Allied Waste Services**.

We value the reputations built in local markets over the years. And, we have decided it is time for our 26,000 employees to operate under one banner. **We are proud to announce our company has come together under one name — Allied Waste Services.** Allied means “united” and going forward we will be one company, with one name.

We are excited about this change. One thing that has not and will not change: our commitment to you, our customer. Customer service is our business!

Soon, you'll see our blue **Allied Waste Services** trucks on the road and our blue containers around town. Also, when you call, we'll answer the phone as Allied Waste Services and communication you receive from us will also have our new logo.

If you have any questions, please feel free to contact us at **432.1234**.

We appreciate your business and look forward to continuing our service to Milpitas.

## Root, Root, Root for the Home Team!

**D**ecide to recycle and start saving money. It's the #1 draft pick in trash management!

It takes eight steps to get a winning start:

1. Designate a “Recycling Coordinator”:  
Select someone to oversee your recycling program. Your Recycling Coordinator is responsible for arranging recycling collection, encouraging employees and overall program monitoring.
2. Arrange for collection by calling **Allied Waste's Commercial Recycling Coordinator** at **432.1234**.
3. Get recycling bins. Allied Waste Services provides outdoor recycling containers and carts (which can be used indoors if space allows). You will need to purchase indoor recycling containers for collection then transfer the outside contents to the Allied Waste container for collection.
4. Identify recyclable items. Educate your employees on the various beverage containers in the CRV (California Redemption Value) program. This includes glass and plastics! See Allied Waste's expanded list of accepted recyclables under “Check Out These Stats!”
5. Location, Location, Location. Be sure to place recycling bins in convenient central areas. For restaurants, try a kitchen corner. For offices, try next to copiers, routing/mail boxes and employee breakrooms.
6. Make it Easy. Label every recycling bin to indicate exactly what items go in the bin.
7. Kick-off the Recycling Program.  
Announce your new recycling program at staff meetings or on a bulletin board.
- Keep Up the Enthusiasm. Create employee recycling incentive programs to keep the momentum going. Here are some simple ideas to keep your employees engaged in recycling:
  - Reward yourselves for recycling and have a quarterly party. If you saved money as a result of recycling you can use some of these funds!
  - Recognize employees who reduce the company's waste — “Recycler of the Month.”
8. Let your customers know you run a recycling-friendly establishment — display window stickers or posters.



**Get Your Bases Loaded!**  
**Contact these pinch hitters**  
**for help!**

**Allied Waste Services**

Commercial Recycling Coordinator  
432.1234

**CalMax Exchange**

[www.CalMax.org](http://www.CalMax.org)  
877.520.9703

**Center for Development of Recycling**

[www.recyclestuff.org](http://www.recyclestuff.org)  
800.533.8414

**Hazardous Waste Disposal**

For Small Business Generators  
299.7300

California's start this year of mandatory computer and television recycling — paid for by consumer fees of up to \$10 — has sparked congressional interest in developing a nationwide policy on dealing with electronic waste. E-waste is hazardous because it contains toxic metals including lead, cadmium and mercury that can leach into groundwater.

Americans discard 133,000 PCs daily. According to the research firm Gartner, Inc., most television sets or computers contain up to 8 pounds of lead, and some big-screen TV's have about 30 pounds of leaded glass. In all, the U.S. Environmental Protection Agency estimates American businesses and consumers dispose of two million tons of outdated or broken electronic devices annually!

In California, funds have started flowing through our state's e-waste recycling program. About \$7.8 million has been collected and the first funds are being distributed to the 100 authorized recyclers in the state. These firms receive 28 cents a pound for the devices, which may be reconditioned and sold or dismantled for parts and metals. The recyclers in turn pay 20 cents a pound to collectors who pick up trash across the state and deliver the computers and TVs.

The County of Santa Clara will take measures to ensure electronic equipment is being discarded properly and that it's being recycled according to state law.

Allied Waste Services recycles computer and television monitors for a fee at its Newby Island Landfill. Call **Customer Service** at **432.1234** for information.

## If They Aren't Reused, It's a Shame...



undreds of millions of used cell phones end up in landfills every year.

There are reuse and recycling options for your old phone. These local retailers help charities reuse your unwanted cell phones and rechargeable batteries.

### **Best Buy**

63 Ranch Dr

942-0201 x2270

(Accepts rechargeable batteries only!)

### **Home Depot – Department 25**

1177 Great Mall Dr

942-7301

(Starting Fall 2005)

### **RadioShack**

412 Great Mall Dr

934-0971

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## Hit a Home Run – Recycle! Check Out the Stats – Inside!